

# Your Basic ingredients: Tobacco and time.

A pack of Basic Double Aged Tolaram cigarettes. The pack is white with a large 'BASIC' logo in black and red. Below the logo is a stylized geometric design of overlapping triangles in red, yellow, and white. The text 'Double Aged Tolaram' and 'Only 6mg Tar.' is printed on the pack. A cigarette is shown resting on top of the pack.

We Double-Age our tobaccos  
to give you more flavor  
and only 6 mg tar. That's Basic.

All tobacco is aged. But with the Basic blend, selected leaves are aged again. They're allowed to enrich



**Your Book critic**  
"Great taste! Low tar!" A maddening  
salesman of a cigarette  
you won't want to put it down!

there's still plenty of flavor left.

That's the Basic idea. Flavor.  
With only 6 mg tar.

**Get down to Basics.**

**Double-Aged Tobacco. Only 6 mg tar.  
Also Available in 100's.**

Warning The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Rungs, T. 1997. Use of 1,3-dimethylindole-2-one in 9 mg "tar", 0.8 mg nicotine mix per cigarette by FITE. *Monatsschrift für Tabakforschung* 28(1): 1-10.

• Philip Morris Inc. 1993

Source: <https://www.industrydocuments.ucsf.edu/docs/klxn0003>

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